Agenda

Whole Earth Content Organization/Design Meeting
Wednesday, January 16, 2002, ~~10 a.m. to~~ 2 p.m. – With lunch
Falkirk Mansion, San Rafael

Background: Numerous readers have expressed the desire to see *Whole Earth* address the issue of how it is organized and designed. Many people believe that the organization of content is confusing and makes it hard for readers to find what they're looking for. This meeting is intended to review design and content organization issues that can contribute to improving readability and appeal.

I. Purpose: To review the content organization and style of *Whole Earth* magazine with the objective of enhancing the magazine's overall design and improving reader access and appeal.

II. Attendees: David Bolling, Danica Remy, Mike Stone, Stefan Gutermath, Stephanie Johnston, and Chris Anderson.

III. Process: Review the design of *Whole Earth* by addressing the following questions:

a. What is the style of *Whole Earth*? What is it trying to say?
b. To what degree should *Whole Earth* style reflect the design elements of the original catalog?
c. What are the strengths of *Whole Earth* as currently designed?
d. What are the weaknesses of *Whole Earth* design?
e. What are the top 5 reasons why someone would read *WE*? What are readers looking to learn from it?
f. How can the information in *Whole Earth* be organized to maximize reader access and appeal?
g. If the content of *Whole Earth* were divided into five to ten domains or sections, what would they be?
h. How would the addition of full color throughout improve the look, feel and usefulness of the magazine?
i. Would widespread use of full color violate the identity of *Whole Earth*?
j. What design rules should be employed to maximize reading ease?

k. If accessibility and content organization is improved, how do we avoid charges by hardcore readers that *WE* has gone mainstream?
l. Are there design innovations that can be "owned" by *WE*?
m. Can a consensus be achieved on a *Whole Earth* logo? A definitive logo is needed immediately to use on a product line.

IV. Compile and summarize conclusions.